

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network, the method comprising:

distributing over the computer network to one or more users of the computer network a modular computer program that ~~presents~~ displays a scrolling stream of dynamic pricing information collected from a plurality of sources on the computer network; and

presenting to the one or more users of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the scrolling stream of dynamic pricing information displayed by the modular computer program.

2. (Original) The method of claim 1 wherein the modular computer program comprises a Java-based applet.

3. (Original) The method of claim 1 further comprising collecting dynamic pricing information from the computer network.

4. (Original) The method of claim 1 wherein the computer network comprises the Internet.

5. (Original) The method of claim 1 wherein the computer network comprises a virtual private network.

6. (Original) The method of claim 1 wherein distributing the modular computer program comprises pushing a copy of the modular computer program to one or more users of the computer network.

7. (Original) The method of claim 1 wherein distributing the modular computer program comprises enabling users of the computer network to pull a copy of the modular computer program.

8. (Original) The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an electronic mail system.

9. (Original) The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an instant messaging system.

10. (Currently Amended) The method of claim 1 further comprising causing the modular computer program to display a the scrolling stream of dynamic pricing information collected from the computer network.

11. (Currently Amended) The method of claim 10 wherein the scrolling stream of dynamic pricing information that is displayed varies based on user input.

12. (Currently Amended) The method of claim 11 wherein the scrolling stream of dynamic pricing information has a predefined taxonomy, and wherein the user can selectively view different levels of the taxonomy.

13. (Original) The method of claim 1 wherein the interactive visual indication comprises a glyph.

14. (Original) The method of claim 1 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

15. (Original) The method of claim 14 wherein the interactive link comprises a uniform resource locator (URL) tag.

16. (Original) The method of claim 1 wherein the user-attractive resource comprises a contest.

CA 17. (Original) The method of claim 1 wherein the user-attractive resource comprises a reward program.

18. (Original) The method of claim 1 wherein the user-attractive resource comprises a coupon.

19. (Original) The method of claim 1 wherein the user-attractive resource comprises an advertisement.

20. (Original) The method of claim 1 wherein the user-attractive resource comprises a multi-media presentation.

21. (Original) The method of claim 1 further comprising providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

22. (Original) The method of claim 1 wherein the modular computer program displays dynamic pricing information in a ticker display format.

23. (Original) The method of claim 1 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

24. (Original) The method of claim 23 wherein each of the plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

25. (Original) The method of claim 24 wherein each of the one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

26. (Original) The method of claim 24 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

27. (Currently Amended) A computer-implemented system for encouraging users of a computer network to access dynamic pricing information on the computer network, the system comprising:

- a plurality of sources of dynamic pricing information;
- a modular computer program comprising instructions to perform the following operations:
 - receive dynamic pricing information from the plurality of dynamic pricing information sources;
 - display the received dynamic pricing information in a scrolling stream to a user of the modular computer program; and
 - present to the user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual

indication of the user-attractive resource is visually embedded within the scrolling stream of dynamic pricing information displayed by the modular computer program.

28. (Original) The system of claim 27 wherein the modular computer program comprises a Java-based applet.

29. (Original) The system of claim 27 wherein the modular computer program further comprises instructions to receive dynamic pricing information from the computer network.

30. (Original) The system of claim 27 wherein the computer network comprises the Internet.

31. (Original) The system of claim 27 wherein the computer network comprises a virtual private network.

32. (Original) The system of claim 27 wherein the dynamic pricing information that is displayed to the user varies based on user input.

33. (Original) The system of claim 32 wherein the dynamic pricing information has a predefined taxonomy, and wherein the modular computer program further comprises instructions to allow a user to selectively view different levels of the taxonomy.

34. (Original) The system of claim 27 wherein the interactive visual indication comprises a glyph.

35. (Original) The system of claim 27 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

36. (Previously Presented) The system of claim 34 wherein the interactive visual indication comprises a link associated with a uniform resource locator (URL) tag.

37. (Original) The system of claim 27 wherein the user-attractive resource comprises a contest.

38. (Original) The system of claim 27 wherein the user-attractive resource comprises a reward program.

39. (Original) The system of claim 27 wherein the user-attractive resource comprises a coupon.

40. (Original) The system of claim 27 wherein the user-attractive resource comprises an advertisement.

41. (Original) The system of claim 27 wherein the user-attractive resource comprises a multi-media presentation.

42. (Original) The system of claim 27 wherein the modular computer program further comprises instructions to provide a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

43. (Original) The system of claim 27 wherein the modular computer program displays dynamic pricing information in a ticker display format.

44. (Original) The system of claim 27 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

45. (Original) The system of claim 43 wherein each of the plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

46. (Previously Presented) The system of claim 45 wherein each of the one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

47. (Previously Presented) The system of claim 45 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

48. (Currently Amended) A computer-implemented method for encouraging users of a computer network to access a dynamic pricing system, the method comprising presenting a user-interface abstraction that displays a scrolling stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource available is visually embedded within the scrolling stream of dynamic pricing information displayed by the user-interface abstractions.

49. (Currently Amended) Computer software, embodied in a tangible medium or ~~and/or~~ in a propagated carrier signal or both, for encouraging users of a computer network to access a dynamic pricing system, the software comprising instructions to cause a computer system to present a user-interface abstraction that displays a scrolling stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-

attractive resource is visually embedded within the scrolling stream of dynamic pricing information displayed by the user-interface abstraction.

50. (Previously Presented) The software of claim 49 wherein the instructions are embodied as a Java-based applet.

51. (Previously Presented) The software of claim 49 further comprising instructions for receiving dynamic pricing information from the computer network.

52. (Previously Presented) The software of claim 49 wherein the computer network comprises the Internet.

53. (Previously Presented) The software of claim 49 wherein the computer network comprises a virtual private network.

54. (Previously Presented) The software of claim 49 wherein the dynamic pricing information that is displayed varies based on user input.

55. (Previously Presented) The software of claim 49 wherein the dynamic pricing information has a predefined taxonomy, and wherein the software further comprises instructions to allow a user to selectively view different levels of the taxonomy.

56. (Previously Presented) The software of claim 49 wherein the interactive visual indication comprises a glyph.

57. (Previously Presented) The software of claim 49 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

58. (Previously Presented) The software of claim 57 wherein the interactive link comprises a uniform resource locator (URL) tag.

59. (Previously Presented) The software of claim 49 wherein the user-attractive resource comprises a contest.

60. (Previously Presented) The software of claim 49 wherein the user-attractive resource comprises a reward program.

61. (Previously Presented) The software of claim 49 wherein the user-attractive resource comprises a coupon.

62. (Previously Presented) The software of claim 49 wherein the user-attractive resource comprises an advertisement.

63. (Previously Presented) The software of claim 49 wherein the user-attractive resource comprises a multi-media presentation.

64. (Previously Presented) The software of claim 49 further comprising instructions for providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

65. (Previously Presented) The software of claim 49 wherein the dynamic pricing information is displayed in a ticker display format.

66. (Previously Presented) The software of claim 49 wherein a plurality of instances of the software can execute concurrently.
